

<i>SERFF Tracking Number:</i>	<i>MUTM-127792011</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>50167</i>
<i>Company Tracking Number:</i>	<i>SHELLY KAIPUST</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement - Standard Plans 2010</i>	<i>Sub-TOI:</i>	<i>MS08I.012 Multi-Plan 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Advertising - URC8020</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Advertising/URC8020</i>		

## Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement      SERFF Tr Num: MUTM-127792011 State: Arkansas  
Advertising - URC8020

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010      SERFF Status: Closed-Filed      State Tr Num: 50167

Sub-TOI: MS08I.012 Multi-Plan 2010      Co Tr Num: SHELLY KAIPUST      State Status: Filed-Closed  
Filing Type: Advertisement      Reviewer(s): Donna Lambert

Author: Shelly Kaipust      Disposition Date: 11/07/2011

Date Submitted: 11/03/2011      Disposition Status: Filed

Implementation Date Requested:      Implementation Date: 12/07/2011

State Filing Description:

## General Information

Project Name: Medicare Supplement Advertising

Project Number: URC8020

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 11/07/2011

State Status Changed: 11/07/2011

Created By: Shelly Kaipust

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Shelly Kaipust

Filing Description:

NAIC #: 261-69868

FEIN #: 47-0322111

United of Omaha Life Insurance Company

Medicare Supplement Advertising

URC8020

URC8020-1 (Reply Card)

UE1562

Enclosed for review by your Department is a copy of the above-captioned advertising. These forms are new and are not

SERFF Tracking Number: MUTM-127792011 State: Arkansas  
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 50167  
Company Tracking Number: SHELLY KAIPUST  
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.012 Multi-Plan 2010  
Standard Plans 2010  
Product Name: Medicare Supplement Advertising - URC8020  
Project Name/Number: Medicare Supplement Advertising/URC8020

intended to replace any previously approved forms. They will be used with appropriate approved forms in your state.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Thank you for the review of this filing.

Sincerely,

Corporate Compliance and Ethics Division  
For Questions, please contact Carly Cole  
Phone: 402-351-2476; Fax: 402-351-5298  
E-mail: advfilings@mutualofomaha.com

## Company and Contact

### Filing Contact Information

Michelle Kaipust, Senior Policy Drafting and Regulatory Assistant shelly.kaipust@mutualofomaha.com  
Mutual of Omaha 402-351-8391 [Phone]  
Mutual of Omaha Plaza 402-351-5298 [FAX]  
Omaha, NE 68175

### Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska  
Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance  
Omaha, NE 68175 Group Name: State ID Number:  
(402) 351-6910 ext. [Phone] FEIN Number: 47-0322111

-----

## Filing Fees

Fee Required? Yes  
Fee Amount: \$150.00  
Retaliatory? No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$150.00	11/03/2011	53431795

<i>SERFF Tracking Number:</i>	<i>MUTM-127792011</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>50167</i>
<i>Company Tracking Number:</i>	<i>SHELLY KAIPUST</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement - Standard Plans 2010</i>	<i>Sub-TOI:</i>	<i>MS08I.012 Multi-Plan 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Advertising - URC8020</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Advertising/URC8020</i>		

## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed	Donna Lambert	11/07/2011	11/07/2011

<i>SERFF Tracking Number:</i>	<i>MUTM-127792011</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>50167</i>
<i>Company Tracking Number:</i>	<i>SHELLY KAIPUST</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement - Standard Plans 2010</i>	<i>Sub-TOI:</i>	<i>MS08I.012 Multi-Plan 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Advertising - URC8020</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Advertising/URC8020</i>		

## Disposition

Disposition Date: 11/07/2011

Implementation Date: 12/07/2011

Status: Filed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>MUTM-127792011</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>50167</i>
<i>Company Tracking Number:</i>	<i>SHELLY KAIPUST</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement - Standard Plans 2010</i>	<i>Sub-TOI:</i>	<i>MS08I.012 Multi-Plan 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Advertising - URC8020</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Advertising/URC8020</i>		

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Memo of Variability	Filed	Yes
<b>Form</b>	Letter and Reply Card	Filed	Yes
<b>Form</b>	Carrier	Filed	Yes

SERFF Tracking Number: MUTM-127792011 State: Arkansas

Filing Company: United of Omaha Life Insurance Company State Tracking Number: 50167

Company Tracking Number: SHELLY KAIPUST

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.012 Multi-Plan 2010  
Standard Plans 2010

Product Name: Medicare Supplement Advertising - URC8020

Project Name/Number: Medicare Supplement Advertising/URC8020

## Form Schedule

### Lead Form Number: URC8020

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 11/07/2011	URC8020 and URC8020-1	Advertising Letter and Reply Card	Initial		0.000	URC8020_brackets.pdf
Filed 11/07/2011	UE1562	Advertising Carrier	Initial		0.000	UE1562.pdf

UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL of OMAHA COMPANY  
Mutual of Omaha Plaza, Omaha, NE 68175



Official Government Guide For Those Turning 65!  
What You Need to Know about Medicare Supplement Insurance

coding999999999  
Sample J. Sample  
9324 Harney St.  
Omaha, NE 68126

Call TODAY  
to receive your free copy  
**1-800-999-9999**

Dear Sample J. Sample,

You're about to reach a milestone ... your 65th birthday! With healthier lifestyles and longer lifespans, 65 is our generation's "middle age." Yet no matter how fit and active you feel today, it's time to start planning for your health care in the years ahead.

For one thing, you'll be eligible for Medicare. And if you're like most people we've talked to, you have a lot of questions: *What are the "gaps" in Medicare? Will I need Medicare supplement insurance? If so, which plan is right for me?*

It's natural to have questions. And now it's easier than ever to get answers!

Just call **1-800-999-9999** or return the Request Form below to get your free copy of *A Guide To Health Insurance For People With Medicare*, created by the Centers of Medicare and Medicaid Services and the National Association of Insurance Commissioners.

Within the pages of this official government guide, you'll find important information that can make all the difference in the months and years ahead. And it's yours absolutely free. At United of Omaha Life Insurance Company, you can count on us for the know-how you deserve and the experience you trust.

**Don't wait. Request your free guide today.** Because the more you know about Medicare supplement insurance now, the better prepared you'll be!

Sincerely,

Dwaine Meyer  
Director, Marketing Services and Licensed Agent

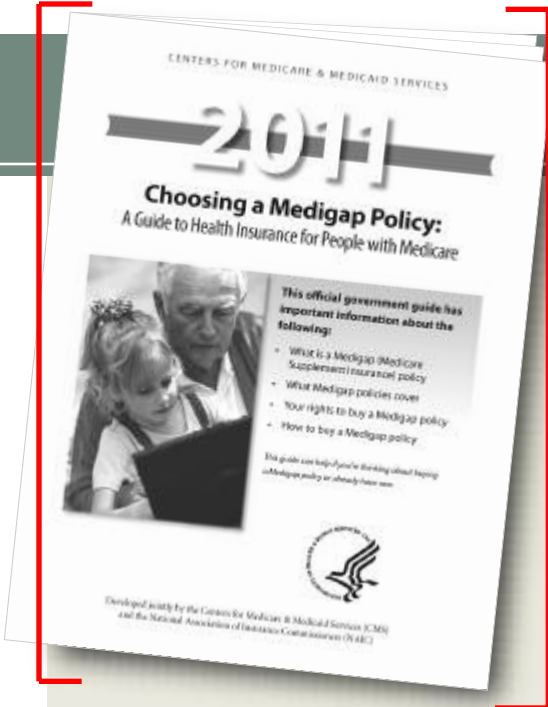
P.S. You are under no obligation whatsoever in accepting a free copy of *A Guide To Health Insurance For People With Medicare*. So call **1-800-999-9999** or mail the Request Form now, while it's fresh on your mind.

This is a solicitation of insurance and an insurance agent will contact you by telephone. Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program.

THIS IS A LIMITED POLICY DESIGNED TO COVER ONLY THOSE EXPENSES WHICH MEDICARE DOES NOT COVER.

URC8020

▼ PLEASE DETACH HERE AND MAIL TODAY ▼



Within the pages of this booklet, you'll discover:

- ✓ The differences between Medicare Part A, B and D
- ✓ What Medicare does and does not cover
- ✓ Choosing the right Medicare supplement plan for you
- ✓ The best time to buy a Medicare supplement insurance policy
- ✓ And MORE!



FREE GUIDE REQUEST

☒ **YES!** Please send me *A Guide To Health Insurance For People With Medicare*. I understand there is no cost or obligation.

Mail this card today or for faster service, call **1-800-999-9999**

Sample J. Samplexxxxxxxxxxxxxxxxxxxxxx  
Apt # 1234  
9324 Harney St.  
Omaha, NE 68126

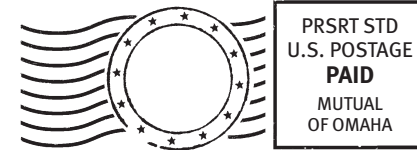
Date of Birth \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_  
Best Time To Call \_\_\_\_:\_\_\_\_ ☐ A.M. ☐ P.M.  
Email \_\_\_\_\_

This is a solicitation of insurance and an insurance agent will contact you by telephone. Medicare Supplement is underwritten by: United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175.

URC8020-1

Medicare supplement insurance policy forms: UM20, UM21, UM22, UM23, UM24 & UM30 or state equivalent; In ID: UM20-21698, UM23-21699, UM24-21700, UM30-22551; In NC: UM20-21719NC, UM23-21720NC, UM24-21721NC & UM30-22567NC; In OK: UM20-21746, UM23-21747, UM24-21748 & UM30-22579; In OR: UM20-21610, UM23-21613, UM24-21614 & UM30-22543; In WI: UM25 are underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175, 1-800-228-7104. In some states, coverage is also available to persons under age 65 who are eligible for Medicare due to a disability. Policies contain exclusions and limitations. United of Omaha Life Insurance Company is licensed nationwide except in NY.





## OFFICIAL FREE MEDICARE SUPPLEMENT GUIDE

AVAILABLE FOR:



coding999999999

Sample J. Sample

9324 Harney St.

Omaha, NE 68126

PRIORITY: DO NOT DISCARD



# UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL *of* OMAHA COMPANY

Mutual of Omaha Plaza, Omaha, NE 68175

<i>SERFF Tracking Number:</i>	<i>MUTM-127792011</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>50167</i>
<i>Company Tracking Number:</i>	<i>SHELLY KAIPUST</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement - Standard Plans 2010</i>	<i>Sub-TOI:</i>	<i>MS08I.012 Multi-Plan 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Advertising - URC8020</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Advertising/URC8020</i>		

## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status</b>
<b>Satisfied - Item:</b>	Memo of Variability	Filed	<b>Date:</b> 11/07/2011
<b>Comments:</b>			
<b>Attachment:</b>			
URC8020 MOV.pdf			

# VARIABLE MATERIAL FOR ADVERTISING FORM URC8020

The following information in the aforementioned advertisement is bracketed to denote variable material.

## **Section**

## **Explanation**

Graphic of Guide  
- Located upper right of letter

Graphic will be switched yearly to current cover of Guide

Dear [Sample J. Sample,]  
- Opening of letter

Will insert recipient's name for personalization purposes.

[Agent Name]  
[Agent Title]

Will display a licensed Mutual of Omaha Agent name and approved title.